

Figure 1

200

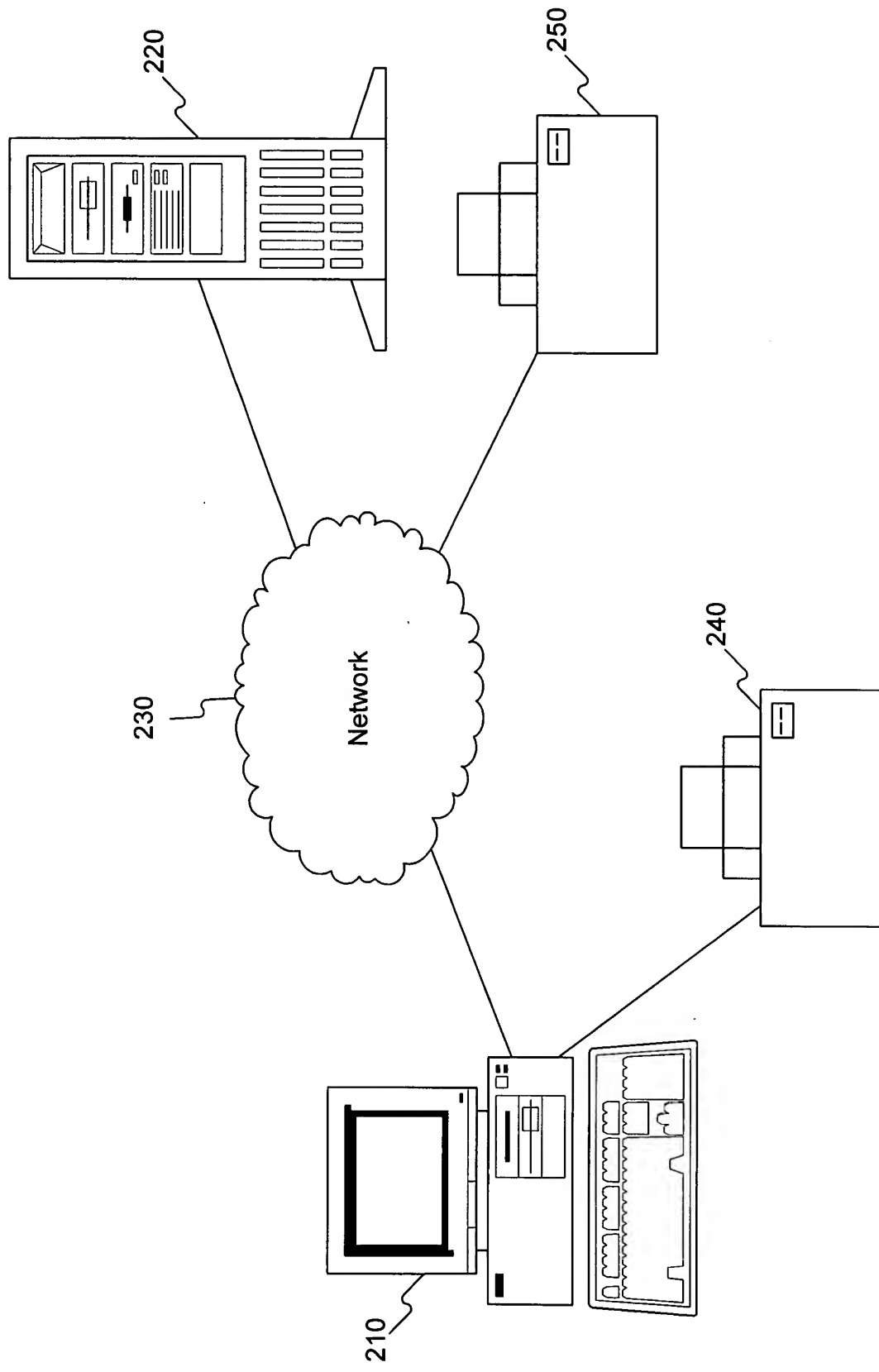


FIGURE 2

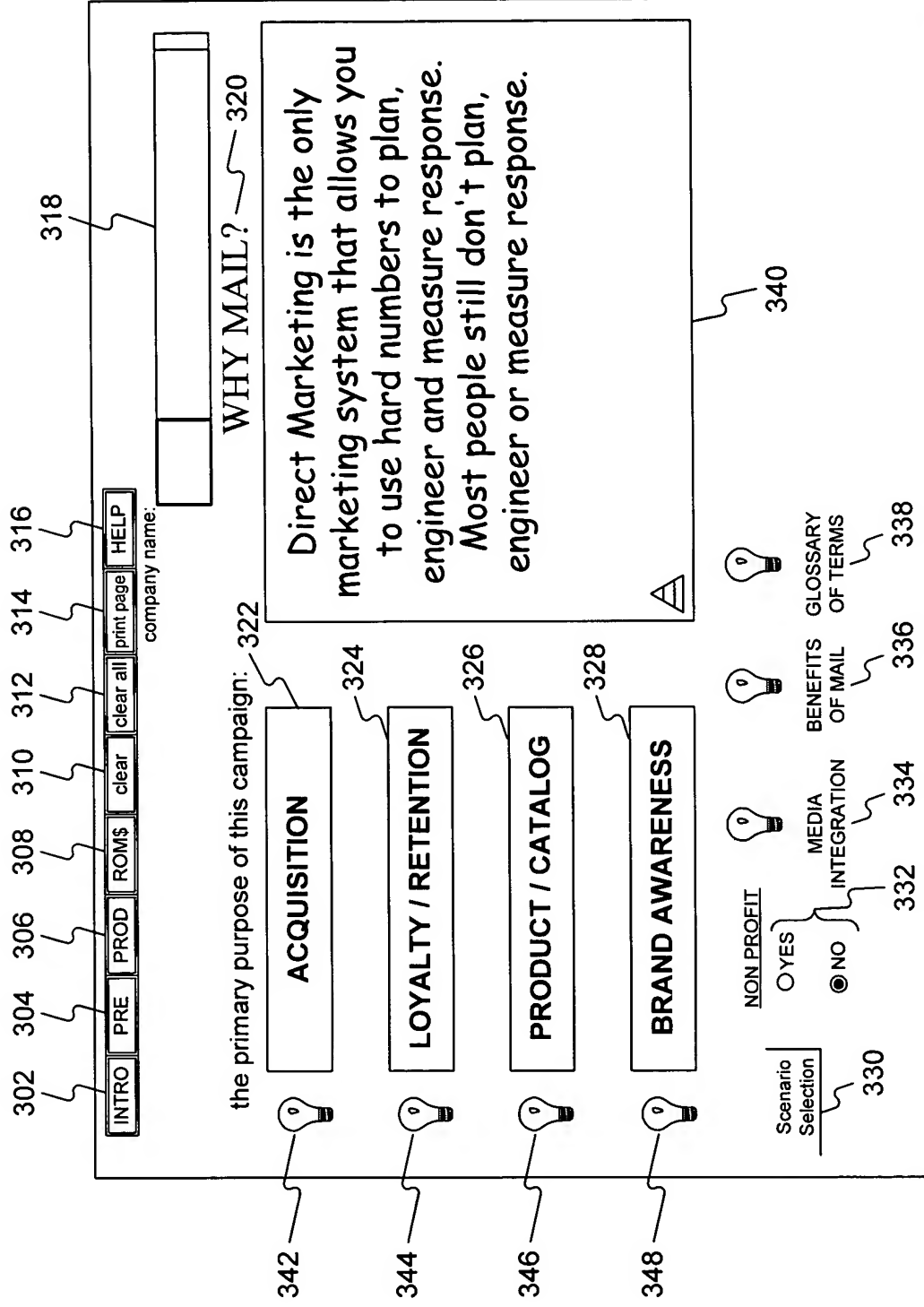


Figure 3

302304306308310314316

INTROPREPRODROM\$clearDEMOprint pageHELP

PRE-PRODUCTION TO DO LIST

What do you want to mail?

☐ Post Card, Letter, Self Mailer
☐ Catalog, Flats
☐ Product Sample
☐ Residual Shape Surcharge [adds \$0.23 surcharge to postal rates on Production page.]

☐ Non-Mach. Letter, \$0.04

430
number of pieces to be mailed:

ENTER
1,000,000

402
-

404
-

410
Test ☒

432

First mailing date. March 1, 2003

List ☒ Demographic ☐ Geographic

Have you determined your offer?

Have you written copy or hired a copy writer?

Do you have a 'call to action'?

How creative is your creative, is it based on a "big idea?"

Is your creative USPS automation compatible?

Will you need a photo shoot, or can you obtain graphics from the web?

TASK ASSIGNMENT

	418
	420
	422
	424
	426
	428

Figure 4

302 304 306 308 310 312 314 316

508

INTRO PRE PROD ROM\$ clear DEMO print page HELP

516 518 POSTAGE COSTS 520 522 524

Use CPP if known

Quantity (Pieces)	Postal Rates	Std A Entry Discount	Piece Rate	Postage Cost
1,000,000	LTR Auto 3-Digit	DSCF	0.166	\$ 166,000
-	-	None	0.000	\$ -
-	-	None	0.000	\$ -

510 Letters

512 Catalogs

514 Samples

572 First Class Wt Options: 1st 2nd 3rd 4th 5th

574 Piece/Pound Calculation 576 International

526 PRODUCTION COSTS

570 TURN-KEY PROJECT COSTS

534 (if production pricing is all-inclusive)

536 ITEMIZED COSTS

540 Administrative and planning costs \$ 7,500

542 Creative [copy, design, artwork] \$ 5,000

544 Film & Photography \$ 2,250

546 Data Processing \$ 4,000

Professional Fees \$ 6,500

Freight [shipping materials to vendors] \$ 2,200

Other \$ 6,525

TOTAL \$ 33,975 \$

528 Letters, etc.

530 Catalogs

532 Samples

550 LIST - PRINT - MAIL COSTS

558 List Acquisition [per thousand cost] \$ 50

560 Printing [per thousand cost] \$ 15

Folding, inserting, labeling, etc. [per thousand cost] \$ 15

or All Inclusive [per thousand cost] \$ -

564

Figure 5

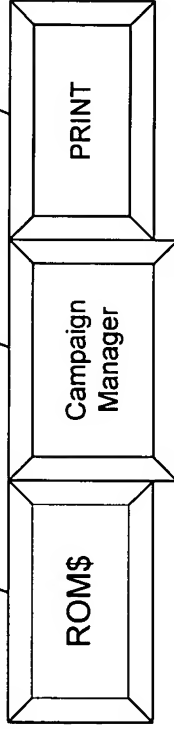
[illegible]

Figure 6

308

666

804



802

PERCENT RETURN ON INVESTMENT

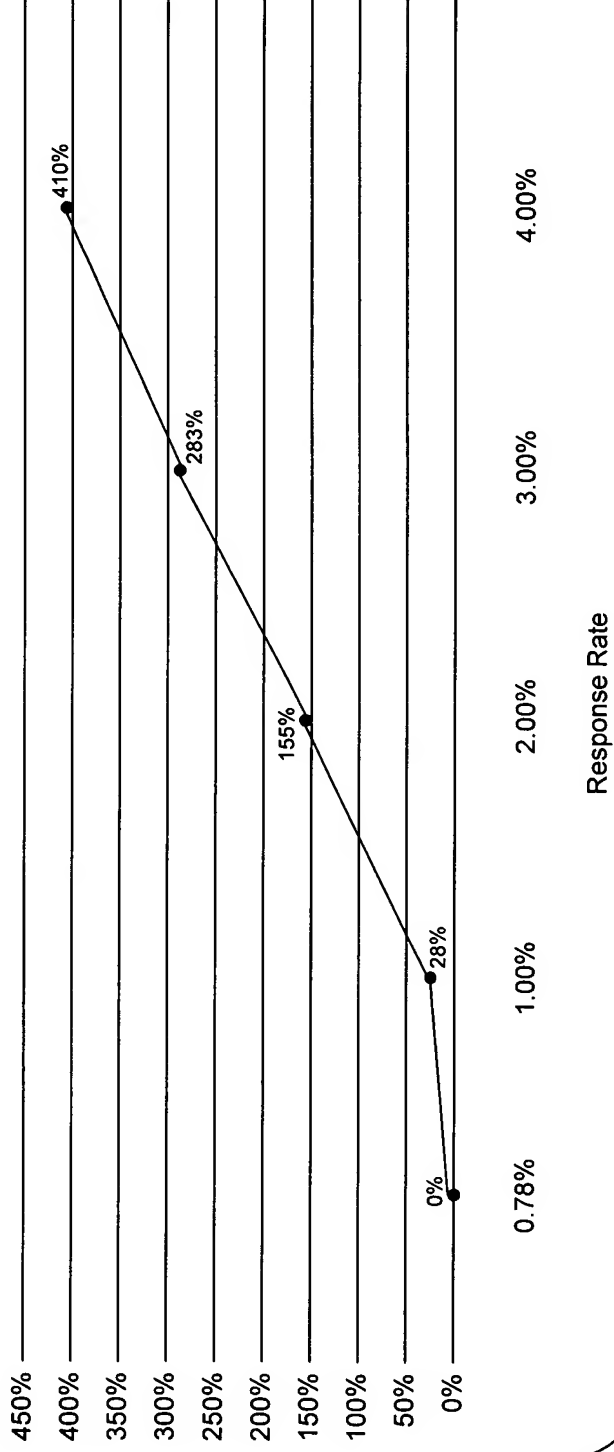


Figure 8

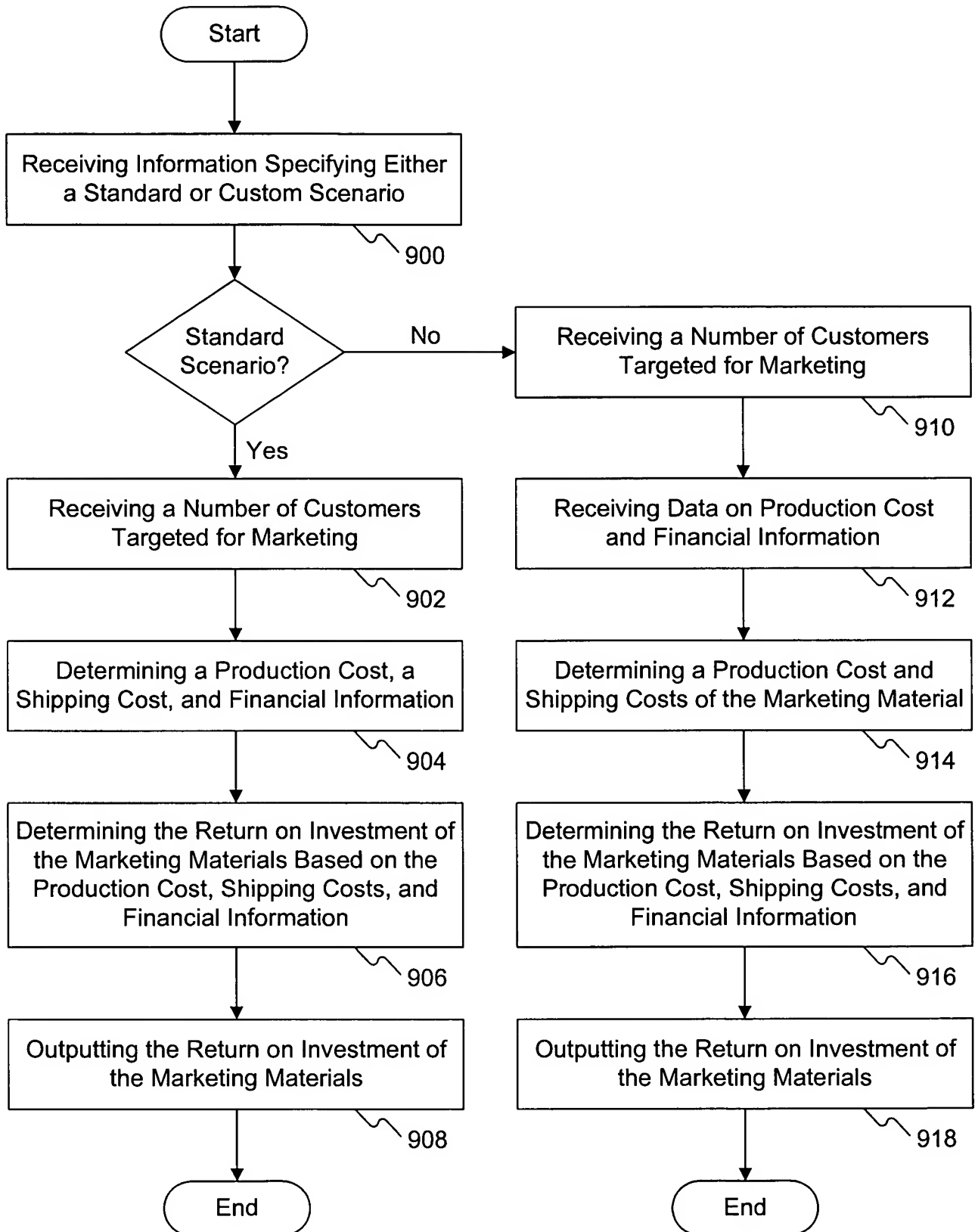


Figure 9

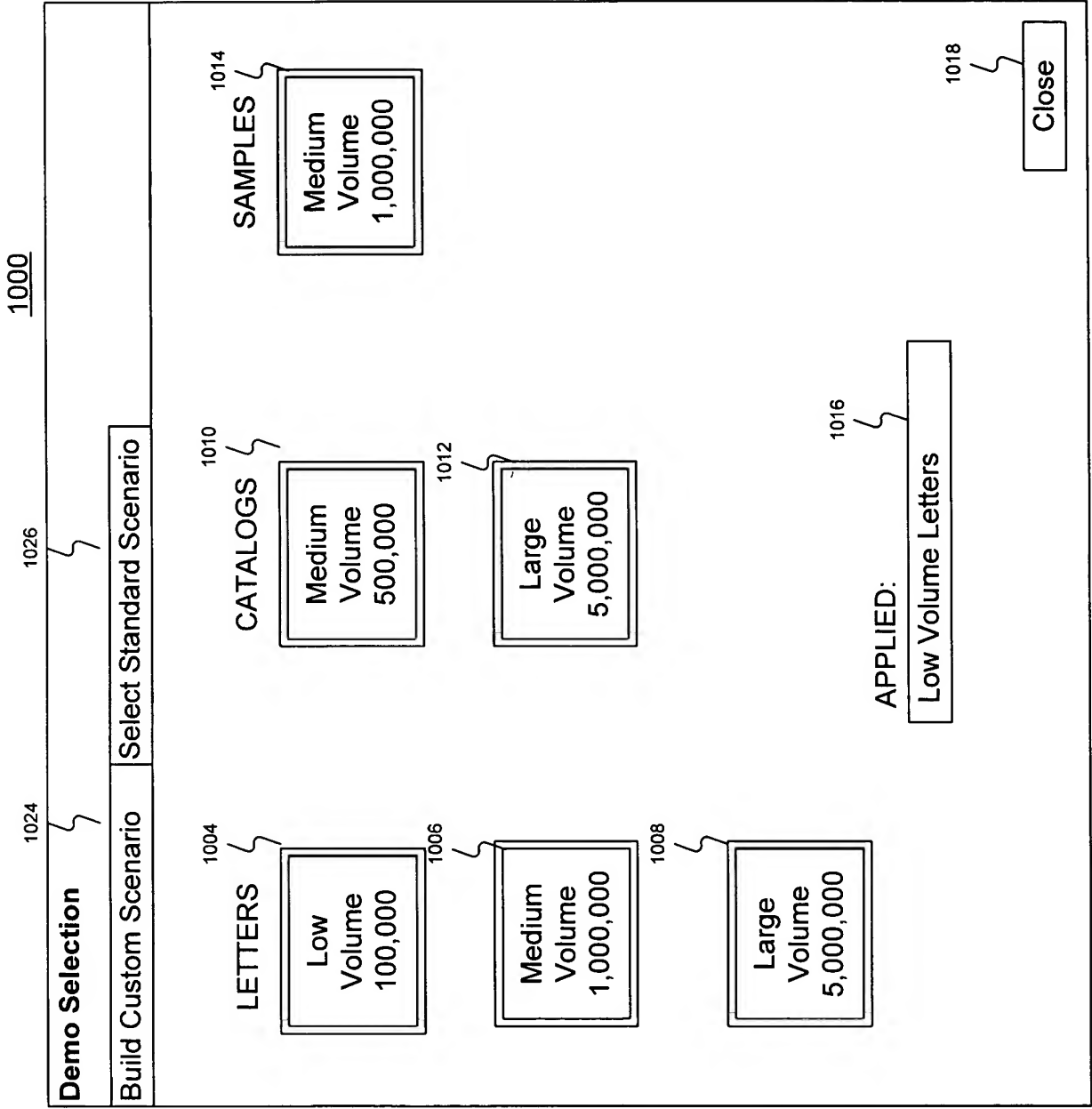


Figure 10A

Demo Selection	
Build Custom Scenario	Select Standard Scenario
Volume	402/404/406
List Type	Demographic
Turn Key Costs	534
OR	
Admin	536
Creative	538
Film & Photo	540
Data Processing	542
Professional Fees	544
Freight	546
Other	548
List Cost (per 000)	50
Print Cost (per 000)	20
Fold, etc. (per 000)	20
Mail Type	Letters
Response Rate	620
Selling Price	626
Profit per Piece	628
Close Ratio	638
Sales per Year	648
Years Retained	650
Retention Rate	652
CRM Contact per Year	660
Clear	
1018	
Apply	
Close	
1020	
1022	

Figure 10B

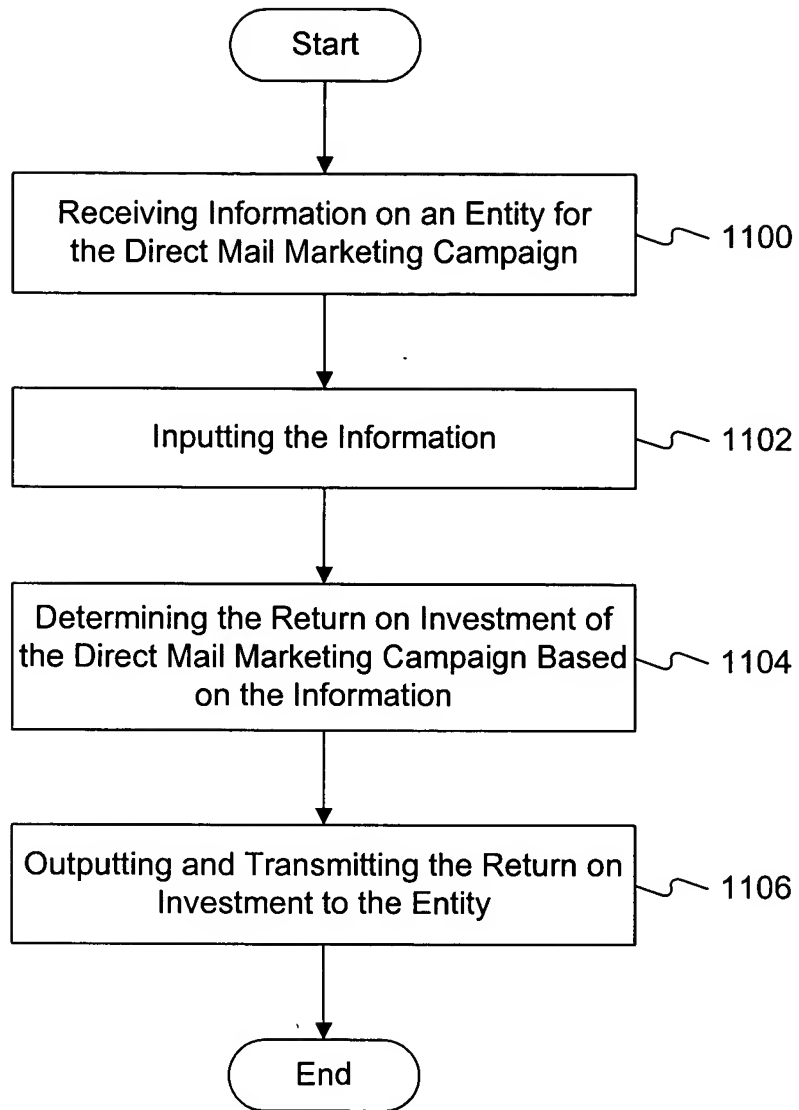


Figure 11

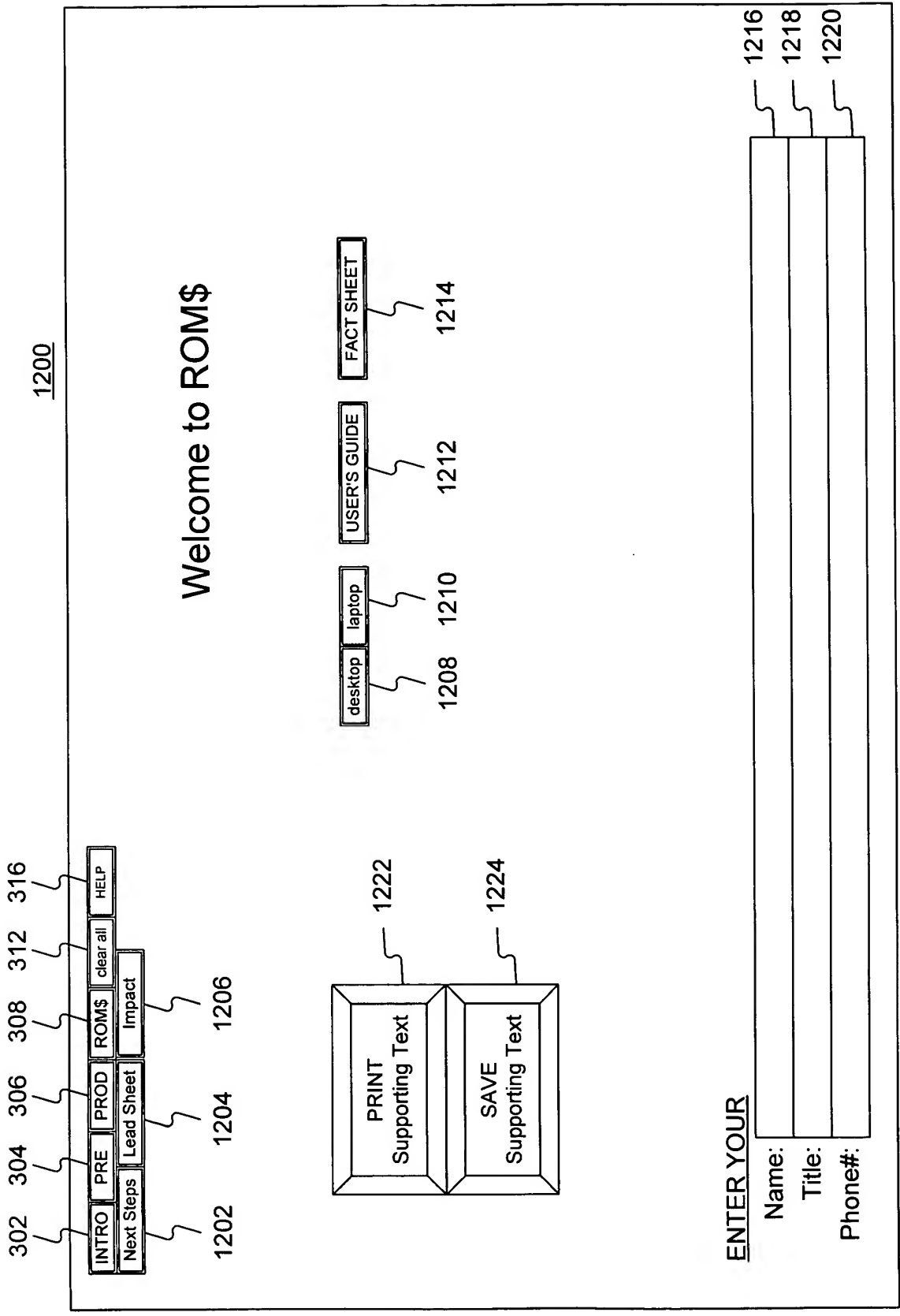


Figure 12

Figur 13

1300

302 304 306 308 310 314 316

Company Name Rep Name	INTRO	PRE	PROD	ROMS	Clear	Print	Help
	Yes	No	Date	Notes			
Customer Meet ing Complete	<input type="checkbox"/>	<input type="checkbox"/>					
CSS Complete	<input type="checkbox"/>	<input type="checkbox"/>					
Customer Pres entation	<input type="checkbox"/>	<input type="checkbox"/>					
Cost Analysis C omplete	<input type="checkbox"/>	<input type="checkbox"/>					
Customer Commitment	<input type="checkbox"/>	<input type="checkbox"/>					
Upda te AM or SMARTS	<input type="checkbox"/>	<input type="checkbox"/>					
Meeting with A gency	<input type="checkbox"/>	<input type="checkbox"/>					
Meeting with Mail Vend or	<input type="checkbox"/>	<input type="checkbox"/>					
Implementati on Date	<input type="checkbox"/>	<input type="checkbox"/>					
Operational Mail Alert	<input type="checkbox"/>	<input type="checkbox"/>					
Documentation to Comp lete Sale	<input type="checkbox"/>	<input type="checkbox"/>					
Follow Up N ecessary	<input type="checkbox"/>	<input type="checkbox"/>					
Transition	<input type="checkbox"/>	<input type="checkbox"/>					
				1204	LEAD SHEET	IMPACT	1206

1400		Event Name:			
CUSTOMER		Company:		Address:	
		Contact Name		Res:	
		Title		Phone:	
		Doc. Make <input type="checkbox"/> Influence <input type="checkbox"/>		Email Address:	
		Decision Maker:		Attendee Exhibitor <input type="checkbox"/> <input type="checkbox"/>	
SHIPPING		Shipper		Volume	
		Ground Res:		Wt	
		Ground Com:		Country	
		Two Day		USPS	
		Overnight			
		Surcharges		Des. <input type="checkbox"/> Hazard <input type="checkbox"/>	
		Shippers		Svc Level	
		Weekend <input type="checkbox"/> COD <input type="checkbox"/>		Vol/Rev	
		In-Bound <input type="checkbox"/>		Out-Bound <input type="checkbox"/>	
				Loaded Costs	
Direct Mail		Used for:		Brand	
		Database Records		Acquisition	
		Annual Sales \$		Loyalty	
		Yearly Adv. Budget \$		Mail Order	
		Other Media (X)		TV: _____ Radio: _____	
		Ad Agency Need? Yes/No		Name of Agency(s):	
.COM		Choice of Carrier Yes <input checked="" type="radio"/> No <input type="radio"/>		Part e-CS	
		Fulfillment? In-House <input type="checkbox"/> Out-Source <input type="checkbox"/>		e-Bill Pay	
		API's?		Mailing Online	
		Others		Electronic	
MISC		Generated by: _____		Potential Revenue: \$\$\$	
		title: _____		HOT/ <input type="checkbox"/>	
		phone: _____			

Figure 14

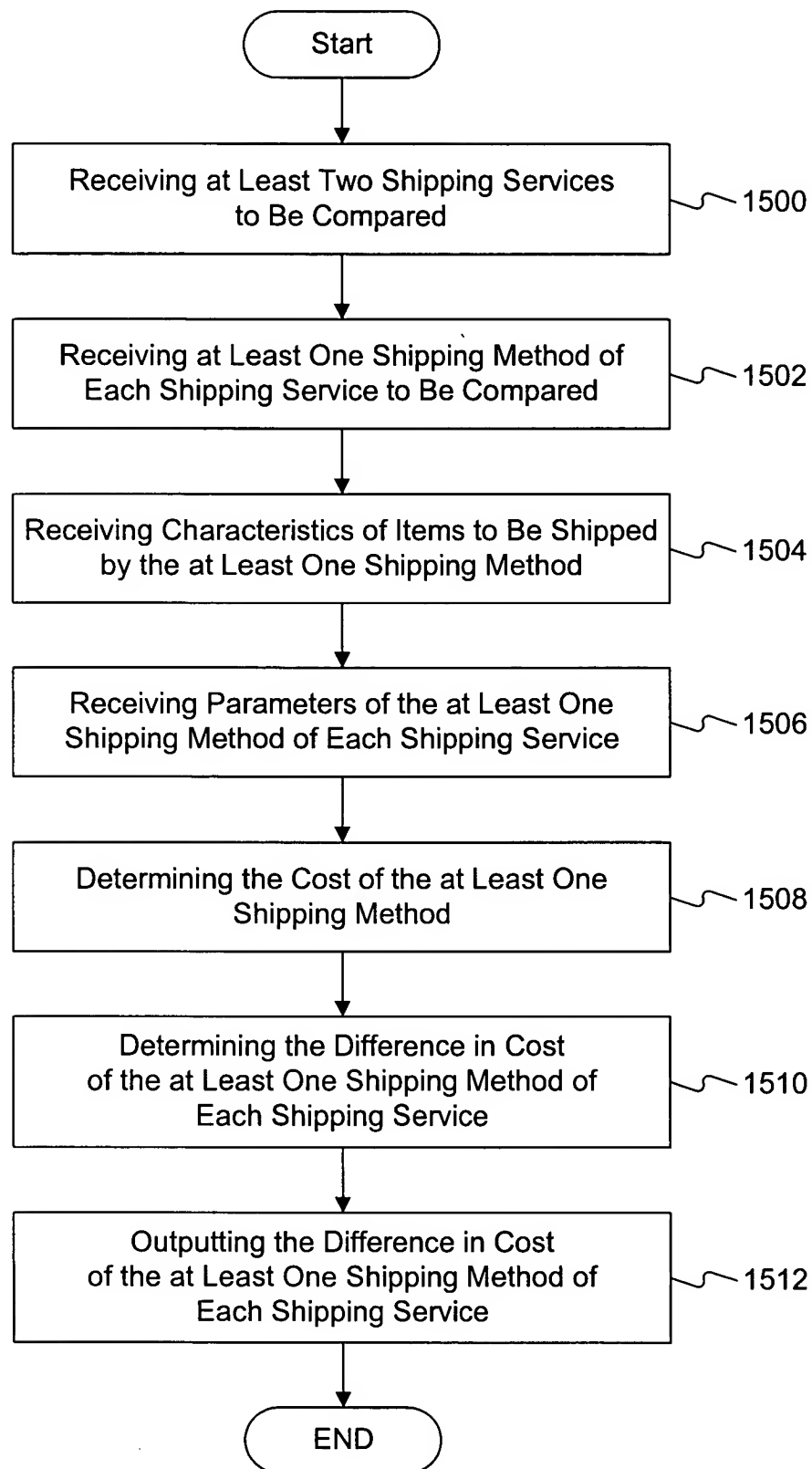


Figure 15

Packages

view exec

save exec

clear

print

ENTER COMPANY NAME

NapoliSauce.com

1602

1604

1606

1608

1610

1616

WEIGHT:

2

1618

ZONE:

5

Discount?

0%

Daily

Weekly

Monthly

1628

1622

1624

1626

Quantity

1

5

10

20

30

50

100

USPS Priority Mail

\$ 4.90

\$ 24.50

\$ 49.00

\$ 96.00

\$ 147.00

\$ 245.00

\$ 490.00

UPS Second Day Air

\$ 9.90

\$ 47.50

\$ 95.00

\$ 190.00

\$ 285.00

\$ 475.00

\$ 950.00

FedEx 2-Day

\$ 9.25

\$ 46.25

\$ 92.50

\$ 185.00

\$ 277.50

\$ 462.50

\$ 925.00

Savings vs UPS

\$ 4.60

\$ 23.00

\$ 46.00

\$ 92.00

\$ 138.00

\$ 230.00

\$ 460.00

Savings vs FedEx

\$ 4.35

\$ 21.75

\$ 43.50

\$ 87.00

\$ 130.50

\$ 217.50

\$ 435.00

RESIDENTIAL:

0

RURAL:

0

ADDRESS CORR:

0

FUEL SURCHARGE:

0.75%

Additional Savings:

\$ 0.07

TOTAL SAVINGS:

\$ 4.67

ANNUAL SAVINGS:

\$ 1,168

Annual Quantity:

250

Figur 16

1702 1704 1706 1708 1710

2-Day view exec save exec clear print

Annual Volume: 1,000 1716

1746 1744 1742

Goto Pattern Goto Financials

ENTER COMPANY NAME

NapoliSauce.com 1714

Zone Distribution

1	0%
2	5%
3	5%
4	20%
5	30%
6	30%
7	5%
8	5%
100%	

Weight Distribution

1	25%
2	40%
3	25%
4	10%
5	0%
6	0%
7	0%
8	0%
9	0%
10	0%
100%	

Package Savings: \$ 5,551 1732

Est. Surcharges: \$ 101 1734

E t. Total Savings: \$ 5,652 1736

Percent Savings: 52% 1738

USPS UPS FedEx

Express Mail	Next Day Air	First Overnight
Priority Mail	Next Day Air Saver	Priority Overnight
Standard B	2nd Day Air Residential	Standard Overnight
	2nd Day Air Commercial	Express Saver 2-Day
	3 Day Residential	Express Saver 3-Day
	3 Day Commercial	FedEx Ground
	Ground Residential	FedEx Home
	Ground Commercial	FedEx Ground
PRIORITY MAIL	2nd DAY AIR RESIDENTIAL	

10% 1726

% Rural: 10% 1726

% Address: 2% 1728

Correction: 0.75% 1730

Fuel Surcharge %:

Discount: 0% 1724

Package Distribution By Zone

Package Distribution By Weight (1-10 lb.)

1702 2-Day

1602 Packages

1802 view exec

1804 save exec

1806 clear

1808 print

1810 home

1810 ENTER COMPANY NAME

1860 How many new customers would you like?

1820 Customers Obtained

1816 0

1818 0

1822 MAIL:

1824 select industry

1842 Quantity

1844 Printing Costs \$

1846 List Cost \$

1848 Mail Prep \$

1850 Average Sale per Order \$

1852 How Many Sales per Year

1854 Estimated Response Rate

1856 Close Ratio

1858 Total Costs:

1868 (Gross) Return on Investment \$

1832 POST CARDS

1834 SHIPPING COSTS

1836 Std A Entry Discount

1838 Piece Rate

1840 Postage Cost

1842 NONPROFIT

1844 YES

1846 NO

1848 Piece/Pound Calculation:

1850 select

1852 500

1854 1C, 1oz non-auto 5gl

1856 1oz

1858 2oz

1860 3oz

1862 First Class Wt Options:

1864 PC

1866 1oz

1868 2oz

1870 3oz

1872 www.usps.com/directmail

1874 Direct Mail has the highest ROI

1876 of any advertising a business can do.

1878 It's targetable, measurable and you can do it today!

Figure 18